

MARKETING

Marketing involves the distribution of products and services to the consumer. This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

ELIGIBILITY

Each district is represented by two participants. The participant must qualify as an active FBLA member to be eligible for this event.

REGULATIONS

1. An entry form must be postmarked no later than March 17.
2. Participants may not have entered this event at a previous leadership conference.
3. A participant who fails to report on time for the event may be DISQUALIFIED.
4. Participants must adhere to the dress code approved by the executive council.

PROCEDURES

1. Participants report to the supervisor of the event at the location designated in the program five minutes prior to starting time.
2. One hour is allowed for the entire event including the giving of instructions and the distribution and pickup of tests.
3. The test may include questions on the basic functions of marketing (price, product, place and promotion), channels of distribution, marketing research, legal and social aspects of marketing, and international marketing.
4. Scratch paper is furnished.
5. Participants are responsible for furnishing their own #2 pencils and erasers for this event.
6. Participants are identified by the districts they represent.
7. One or more local chapter advisers serve as supervisors to ensure that the procedures are followed and completed.

Marketing Continued

JUDGING

Results are based on the number of correct items.

The participant with the greatest number of correct answers is the winner.

Ties will be broken based on the order in which the tests were turned in. The test turned in the earliest will be the winner.

Judges identify the ranks of the participants on a winners' report sheet.

Graded papers are NOT returned to participants or advisers.

AWARDS

Plaques are presented to the winners of first through fifth places as long as finances are available. Certificates are presented to sixth through tenth places.

REPRESENTATION AT NATIONAL

The first and second place winners in the Marketing event are entitled to represent the state chapter at the national leadership conference.